



# CUSTOMERS ARE ALWAYS FIRST

## INTRODUCING THE ISAGENIX CUSTOMER FIRST PROGRAM

AVAILABLE IN UNITED STATES, CANADA, PUERTO RICO, AUSTRALIA, NEW ZEALAND, UNITED KINGDOM, NETHERLANDS AND IRELAND

### » WHY CUSTOMER FIRST?

- To help Associates attract and retain more Customers and serve them better
- To simplify the ordering and enrollment processes for everyone
- To expand and protect the opportunity with no-compromise, responsible business practices

**“IF IT’S NOT RIGHT FOR THE CUSTOMERS,  
IT’S NOT RIGHT FOR THE COMPANY.”**

### » FEATURING

- Members join Isagenix as a Customer first
- Customers can choose to become an Associate at anytime
- Easier and more mobile friendly enrollment and ordering process
- No annual fee option for those wishing to simply try the products
- Additional advancement options
- Enhanced Autoship Rewards program
- New Product Introduction Reward coupons for Customers

**WHETHER YOU’RE A CUSTOMER OR ASSOCIATE, CUSTOMER FIRST WILL BENEFIT YOU!**

Please note that this document is a general summary of some aspects of the Isagenix Customer First Program and is intended for training purposes only. It is not a substitute for the Isagenix Associate Agreement Terms and Conditions, Policies & Procedures, or Compensation Plan, any and all of which may be amended from time to time. Please refer to those documents for specific details, including complete definitions of terms.



# CUSTOMER OPTIONS

## » WHAT IS A RETAIL CUSTOMER?

Retail Customers continue to purchase Isagenix products at retail pricing. These Customers are not eligible for Autoship or Retail Direct and **do not** have an Isagenix membership or a position in the Isagenix genealogy tree.

## » WHAT IS AN ISAGENIX CUSTOMER/PREFERRED CUSTOMER?

An Isagenix Customer or Preferred Customer is someone who wants to enjoy the benefits of Isagenix products at a discount by establishing an Isagenix account. Customers and Preferred Customers may not resell products or participate in the Isagenix Team Compensation Plan but do have a position in the Isagenix genealogy tree in order to track their orders, for calculating commissions. Customers and Preferred Customers are also referred to as Isagenix Members.

## NEW MEMBER DISCOUNT TYPES

MEMBER TYPE	VALUE	WITH AUTOSHIP	ANNUAL MEMBERSHIP FEE	PRICING <sup>^</sup>	ELIGIBLE FOR AUTOSHIP REWARDS
PREFERRED CUSTOMER	BEST	YES	US\$29	25% off RETAIL	YES
	BETTER	NO	US\$39	25% off RETAIL	NO <sup>†</sup>
CUSTOMER	GOOD	YES or NO	US\$0	10% off RETAIL	NO

<sup>†</sup>Preferred Customers without Autoship may elect to participate in the Autoship program at any time after enrolling but will not be refunded the US\$10 difference in the Membership fee. In order to qualify for Autoship Rewards, the Preferred Customer must meet the requirements and qualifications within 34 days of initial order.

<sup>^</sup>Percent pricing discounts are approximate.

## » CUSTOMER BENEFITS

- Members join Isagenix as a Customer first
- Customers receive a unique Isagenix account login
- No minimum purchases required other than placing an initial order\*\*
- Eligible for Product Introduction Rewards (PIR) coupons for sharing Isagenix
- Eligible to accumulate GV on entire organization for their first 90 days and PV for their first 180 days as encouragement to become an Associate to build an Isagenix business†
- No Social Security Number or other tax ID required
- Customer accounts that do not have a product order for 12 consecutive months will be closed

## » KEY TERMS TO KNOW AS A CUSTOMER:

**WHOLESALE PRICING** - Approximately 25 percent off suggested retail pricing available to Preferred Customers and Associates.

\* Commission Week= Monday- Sunday ET

\*\* Order must include one commissionable product (a consumable product with BV)

†To take advantage of any accumulated volume, a Customer is required to open an Associate account within the 180-day period immediately following the date the Customer account is opened. Group volume is accumulated in the first 90 days only. No additional group volume will accumulate during the second 90-day period. If a Customer does not become an Active Associate within the first 90 days, the accumulated volume will be held for an additional 90 days, after which time all such volume will be removed. If a Preferred Customer or Customer accumulates group volume and becomes an Associate they have a 30-day grace period from the time of conversation to become an active Associate with 100 PV. If they do not become an active Associate the group volume is removed.

## ➤ KEY TERMS TO KNOW AS A CUSTOMER:

**PRODUCT INTRODUCTION REWARDS** - Customers and Preferred Customers are eligible to earn a Product Introduction Reward coupon for referring a personally enrolled customer who orders a qualifying system on their first order. Product Introduction Rewards are coupons redeemable within one year on Isagenix products. The enrolling sponsor receives the full Business Volume for orders placed using Product Introduction Reward coupons. Customers can earn Double Product Introduction Rewards for sharing two or more qualifying systems in the same commission week.\* In order to earn commissions and bonuses in the Isagenix Team Compensation Plan, Customers must convert their accounts to Associate status.



## ASSOCIATE

### ➤ WHAT IS AN ASSOCIATE?

Isagenix Associates who open an account enjoy the advantages of being an Isagenix Customer but also have access to earn commissions and bonuses through the Isagenix Team Compensation Plan. To become an Associate, Customers simply sign on to their customer account, indicate their interest in becoming an Associate, and follow the steps provided. It's that simple!

### ➤ ASSOCIATE BENEFITS

- Wholesale pricing
- Receive a personal Isagenix website
- Ability to build an Isagenix business and accumulate business volume to earn commissions and bonuses
- Rank advancements and Crystal Rank Advancements begin when you become an Associate
- Access to Associate related promotions, training, and support materials

### ➤ KEY TERMS TO KNOW AS AN ASSOCIATE:

**PERSONAL ISAGENIX WEBSITE** - A personalized website that an Associate may use to sell Isagenix products and enroll new members.

**PRODUCT INTRODUCTION BONUSES** - Associates can earn a Product Introduction Bonus (PIB) when a new personally sponsored customer orders a qualifying system on their first order. Double the Product Introduction Bonuses by personally sponsoring two new members who each order a qualifying systems in the same commission week.

**ACTIVE STATUS** - An Associate is Active on any given day if they:

Purchase for personal use or for Retail Sale and/or have Retail Direct Sales totaling at least 100 PV (personal volume) in the prior 30 days.



Personal Purchases/Retail Direct Sales totaling **100 PV/BV** in prior 30 days.

\*Commission Week = Monday - Sunday ET

Enrolling sponsor and organization receive full business volume when product introduction coupons are redeemed. Coupons will appear in the Customer's back office approximately one week after the qualifying order has been placed. Double Product Introduction Coupons will be loaded though multiple coupons in the Customer's account. Coupons are nontransferable and may be used for purchase of commissionable products only, cannot be used on charitable donations or toward shipping costs, and are available for one-time use only, unless otherwise noted. Entire PIR value must be redeemed within your country of residence. Limit one Product Introduction Reward coupon per transaction. No credit or cash back. Enter coupon code into the "Coupons" section of the "Check Out" page and click "Apply Coupon."

# CONSULTANT

## WHAT IS A CONSULTANT?

A Consultant is the first leadership level in the Isagenix Team Compensation Plan.

## CONSULTANT BENEFITS

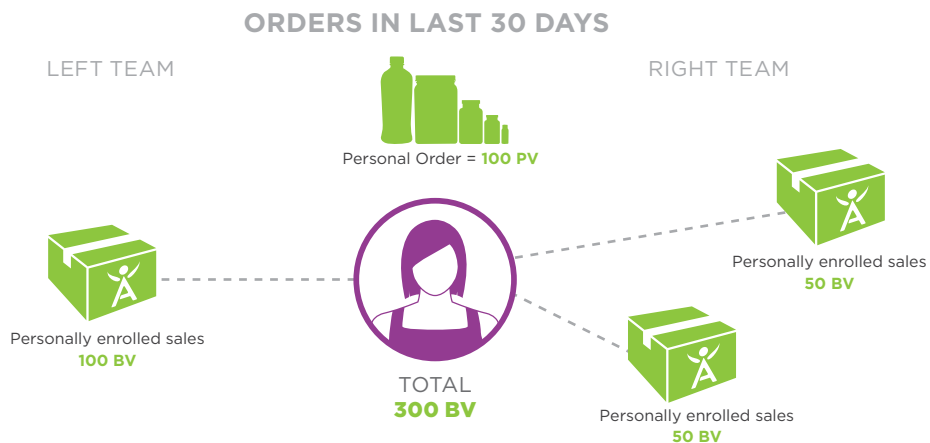
- Accumulate business volume within your team regardless of depth
- Eligible for team bonuses/cycles
- May earn Consultant rank advancement bonus
- All personally enrolled Customers and Associates purchases count toward your Consultant status

## HOW TO BECOME A CONSULTANT:

The way to become a Consultant is to accumulate at least 100 PV\* and generate a minimum of 100 BV in total combined sales to any number of personally enrolled customers and Associates from each team (left and right) with at least 300 BV total in the prior 30 days.



## PAID-AS CONSULTANT



Let's say in the prior 30 days you personally ordered 100 PV (personal volume).

Two personally enrolled Customers on your right team each ordered 50 BV and one personally enrolled Customer on your left team ordered 100 BV.

This would total 100 BV on your right team and 100 BV on your left team. Add these to the 100 PV from your personal order for a total of 300 BV and you are qualified as a Paid-As Consultant.

### 30-DAY PAID-AS CONSULTANT CHECKLIST

- 100 (PV) personal volume (including Retail Sales and Retail Direct Sales)
- 100 BV + on your left team (IPET) through any number of personally enrolled team members
- 100 BV + on your right team (IPET) through any number of personally enrolled team members

\*Personal Volume (PV) can be accumulated from personal purchases (for personal use or Retail Sales) and or Retail Direct Sales.

➤ **KEY TERMS TO KNOW AS A CONSULTANT:**

**PAID-AS RANK** - The rank that reflects an Associates current status at which they are currently qualified to be paid in a given compensation period.

**RECOGNITION RANK** - An Associate's highest achieved rank in the Compensation Plan.

**PERSONALLY ENROLLED TEAM** - Customers and Associates you have personally enrolled whose orders may help keep you Active and assist with personal rank advancements.

**ADDITIONAL RANKS**

There are no additional enhancements above the rank of Consultant and the Isagenix team compensation plan remains the same.